

Message Text

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SUBJ: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) - HAITI

REFS: (A) STATE 031085

(B) P-AU-P 2138, DEC. 15, 1973

(C) STATE 234462, NOV. 30, 1973

1. IN VIEW OF INCREASED COSTS OF ESSENTIAL IMPORTS SUCH AS WHEAT, EDIBLE OILS AND PETROLEUM PRODUCTS, AND LIMITED HAITIAN FOREIGN EXCHANGE EARNINGS, THE ONLY POSSIBILITIES OVER THE SHORT TERM FOR SIGNIFICANT INCREMENTAL U.S. EXPORTS TO HAITI LIE IN (1) SALES OF GOODS AND SERVICES ASSOCIATED WITH FOREIGN INVESTMENT, EITHER PRIVATE OR CONCESSIONAL, OR (2) THE SUBSTITUTION OF U.S. PRODUCTS FOR THOSE CURRENTLY BEING IMPORTED FROM THIRD COUNTRY SUPPLIERS. FOR THE FORMER, THE EMBASSY MUST CONCENTRATE ON DEVELOPING EARLY WARNING INFORMATION ON INTERNATIONAL AGENCY AND PRIVATE INVESTMENT PLANS. FOR THE LATTER, THE EMBASSY MUST FOLLOW DEVELOPMENTS IN THESE MARKET SECTORS, THE MOST IMPORTANT OF WHICH INCLUDE AUTOMOBILES, STEEL, WHEAT, AND PHARMACEUTICALS. INCREASING THE U.S. SHARE OF THESE MARKETS WILL DEPEND PRIMARILY ON THE FACTORS OF PRICE, AVAILABILITY, AND SUITABILITY TO THE MARKET OF THE AMERICAN PRODUCTS. ACCORDINGLY, OBJECTIVES ONE AND TWO CITED IN REF (B) MUST CONTINUE TO TAKE LARGE PART OF AVAILABLE RESOURCES. WITH THIS IN MIND, EMB SPECIAL TASK FORCE PROPOSES FOLLOWING FY 1974 COMMERCIAL ACTION PROGRAM FOR HAITI.

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2. OBJECTIVE ONE: INCREASE SALES OF U.S. CONSTRUCTION EQUIPMENT AND MATERIALS. ACTION ONE: BY MARCH 31, MAKE DIRECT PERSONAL APPROACHES TO CONSTRUCTION CONTRACTORS IN THE PORT AU PRINCE AREA TO SUPPLY PROMOTIONAL MATERIALS AND CATALOGUES AVAILABLE IN THE COMMERCIAL LIBRARY, AND TO DETERMINE THE POTENTIAL FOR MORE SOPHISTICATED CONSTRUCTION TECHNIQUES AND EQUIPMENT. ACTION TWO: ON THE BASIS OF INFORMATION DEVELOPED ON THESE VISITS, PREPARE AND SUBMIT BY APRIL 16 A DESK STUDY ON THE MARKET FOR THE TYPES OF CONSTRUCTION EQUIPMENT AND MATERIALS FOR WHICH THE GREATEST DEMAND IS FORESEEN. ACTION THREE: SUBMIT A TRADE OPPORTUNITY REPORT ON EACH SPECIFIC TRADE OPPORTUNITY DEVELOPED THROUGH CONTACTS WITH CONSTRUCTION FIRMS. ACTION FOUR: REQUEST ASSISTANCE FROM USDOC IN DETERMINING THROUGH CONSULTATIONS WITH U.S. STEEL MANUFACTURERS PROSPECTS FOR SUPPLYING THE HAITIAN MARKET FOR REINFORCING STRUCTURAL STEEL (EFFORTS IN 1973 TO INCREASE U.S. SALES THIS PRODUCT WERE UNSUCCESSFUL SINCE U.S. PRODUCTION WAS NOT AVAILABLE FOR EXPORT BECAUSE OF HIGH DOMESTIC DEMAND).

3. OBJECTIVE TWO: INCREASE SALES OF U.S. CARGO HANDLING AND STORAGE EQUIPMENT. ACTION ONE: CONSULT PORT AUTHORITY AND SPECIAL ENGINEERING CONSULTANTS TO THE PORT ADMINISTRATION IN ORDER TO DETERMINE TYPE AND SPECIFICATIONS OF EQUIPMENT NEEDED FOR PORT EXPANSION. ACTION TWO: PREPARE BY APRIL 30 A DESK STUDY ON ANTICIPATED MATERIAL NEEDS IN RELATION TO THE PORT EXPANSION PROJECT. ACTION THREE: SUBMIT A TRADE OPPORTUNITY REPORT ON EACH SPECIFIC TRADE OPPORTUNITY DEVELOPED.

4. OBJECTIVE THREE: INCREASE SALES OF U.S. HYDRAULIC EQUIPMENT. ACTION ONE: CONSULT GOH DIRECTION GENERALE DES SERVICES HYDRAULIQUES AND IDB ENGINEERS IN ORDER TO DETERMINE TYPE AND SPECIFICATIONS OF PIPES, PUMPS, VALVES, ETC. NEEDED FOR IMPLEMENTATION OF PHASE THREE OF THE IDB-FUNDED POTABLE WATER SUPPLY PROJECT. ACTION TWO: AS SOON AS THIS INFORMATION CAN BE DEVELOPED, PREPARE A DESK STUDY ON ANTICIPATED MATERIAL NEEDS IN RELATION TO THE PROJECT. ACTION THREE: SUBMIT A TRADE OPPORTUNITY ON EACH SPECIFIC TRADE OPPORTUNITY DEVELOPED.

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5. OBJECTIVE FOUR: INCREASE SALES OF U.S. SUGAR-MILL MACHINERY AND EQUIPMENT. ACTION ONE: BY MARCH 31, MAKE DIRECT PERSONAL APPROACHES TO THE OWNERS OF EACH OF THE SUGAR MILLS IN HAITI, AND TO BUSINESSMEN WHO ARE KNOWN OR BELIEVED TO BE PLANNING TO CONSTRUCT SUGAR MILLS. FOR THIS PURPOSE, AMONG OTHERS, THE COMMERCIAL ATTACHE HAS MADE A FIELD TRIP TO CAYES AND WILL MAKE A TRIP TO CAP HAITIEN,

AS WELL AS A VISIT TO THE HAITIAN-AMERICAN SUGAR CO. MILL
NEAR PORT AU PRINCE. COMMERCE AND USIS TO SUPPLY RELEVANT
PROMOTIONAL MATERIALS (BROCHURES, TAPE PRESENTATIONS, ETC.)
IF AVAILABLE, BY MARCH 15, FOR USE IN THESE APPROACHES.
ACTION TWO: ON THE BASIS OF INFORMATION DEVELOPED DURING
THESE VISITS AND AVAILABLE TRADE DATA, PREPARE AND SUBMIT
BY APRIL 30 A DESK STUDY ON THE HAITIAN MARKET FOR SUGAR-
MILL EQUIPMENT AND MACHINERY. ACTION THREE: PROMPTLY
SUBMIT A TRADE OPPORTUNITY REPORT ON EACH SPECIFIC
OPPORTUNITY DETECTED DURING THE INTERVIEWS WITH MILL
OWNERS AND OTHER POTENTIAL CUSTOMERS.

6. OBJECTIVE FIVE: REALLOCATE USE OF POST'S RESOURCES IN
ORDER TO ACCOMPLISH THE ABOVE OBJECTIVES. ACTION ONE: THE
COMMERCIAL OFFICER WILL RESERVE TWO MORNINGS PER WEEK TO
DEVOTE TO FIELD WORK AND DESK STUDIES RELATING TO THE ABOVE
OBJECTIVE, WITH VISITORS DURING THESE PERIODS BEING
DIRECTED TO ECONOMIC OFFICER OR TO LOCAL COMMERCIAL
ASSISTANT. ACTION TWO: THE COMMERCIAL OFFICER WILL
EXPLAIN TO SELECTED USIS AND AID LOCAL EMPLOYEES THE
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